1989 Subscription Promotions: (updated 7/6/89)

• Implement Three year sub renewal offer (with Catalog premium)	**done**
• Send "Sandbag" offer to all other current subscribers offering them a chance to take advantage of premium	**done**
• Add second year extension offer to one year bills now being sent out	**done**
• Mail "Come back!" offer to recent unrenewed expires	**July**
• Mail WER offer to all non-subscribers on our list: » Bookbuyers » Names from friends » Inquiries » Utne Reader, Magazine Discoveries, Harpers single issue purchasers	**July**
• Summer gift campaign	**not doing**
• Holiday gift campaign (including "batched" gift renewal notices to donors)	**to be done**
• Expand Supporter options/benefits, Implement personalized Supporter renewals	**done**
• Improve new Supporter solicitation in early renewals	**done**
• Switch renewal printing & mailings to Mailing Management (local)	**done**

1989 Other Promotions:

• Back issue promotion » Ad in WER » Insert for renewals, bills, etc.	**in #64**
• Rationalize book prices and promote them	**done (& ad in #64)**
• Work with Pacific Lists to improve list rental income	**in process (slow)**
• Appeal to current subscribers for Whole Earth Institute	**in #64**
• Arrange off-site shipping for mail order book sales	**done**
• Newsstand sales promotion . . . » Warner/Waldenbooks » AD's	**ask Dick . . .**

1989 Subscription Promotions:

- Implement Three year sub renewal offer
  - » Book or other premium (ideas wanted)
- Send same offer as two year extension to recent one year new/renew subs
- Send "Sandbag" offer to all other current subscribers offering them a chance to take advantage of premium
- Add second year extension offer to one year bills now being sent out
- Mail "Come back!" offer to recent unrenewed expires
- Mail WER offer to all non-subscribers on our list:
  - » Bookbuyers
  - » Names from friends
  - » Inquiries
  - » Utne Reader, Magazine Discoveries, Harpers single issue purchasers
- No Summer gift campaign (possible)

1989 Other Promotions:

- Back issue promotion
  - In Progress » Ad in WER
  - » Insert for renewals, bills, etc.
- Rationalize book prices and promote them
- Work with Pacific Lists to improve list rental income
- Appeal to current subscribers
  - » For restoration project (asking them to "join"), or
  - » "Why not become a Supporting Subscriber ...?"
- Newsstand sales promotion . . .
  - » Warner/Waldenbooks
  - » AD's